

Rep Order# 9820492 Ver# 7 Status Revised  
EC'd Yes

Traffic Order# 56978

Printed: 09/25/2012 8:15 AM  
Last Received: 09/24/2012 6:28 PM  
Showing Buylines: All Rep & Sta Revised Lines

2 of 3

Station WKRC-TV CINCINNATI, OH  
Advertiser ( ) POLITICAL  
Product BROWN 4 SENATE  
Estimate#  
Buyer MIKE DETTORE  
Phone#  
Fax#

Agency ( ) SHORR JOHNSON MAGNUS  
1831 CHESTNUT ST #602  
PHILADELPHIA, PA 19103  
Agency C/P1/P2/E  
Flight Dates 09/18/2012 - 09/24/2012  
Hiatus Weeks

Rep Firm  
Sales Office ( ) WASHINGTON  
Salesperson ( ) ALEXANDRA BRADLEY  
Salesperson Phone# 202-955-5342  
Salesperson FAX# 202-955-5348

--- CONTRACT COMMENT ---

\*\*\*\*\*NONDISCRIMINATION\*\*\*\*\* PARAGRAPHS 49 AND 50 OF THE UNITED STATES FEDERAL COMMUNICATIONS COMMISSION'S REPORT AND ORDER NO. 07-217 PROVIDES THAT BROADCAST STATIONS' ADVERTISING CONTRACTS WILL NOT DISCRIMINATE ON THE BASIS OF RACE OR ETHNICITY, AND MUST CONTAIN NONDISCRIMINATION CLAUSES. CONSISTENT WITH THIS ORDER, KATZ COMMUNICATIONS, INC. (INCLUDING ANY SUBSIDIARY OR DIVISION OF KATZ) DOES NOT DISCRIMINATE IN ANY BROADCAST ADVERTISING CONTRACT ON THE BASIS OF RACE OR ETHNICITY AND EVALUATES, NEGOTIATES AND COMPLETES ITS BROADCAST ADVERTISING CONTRACTS WITHOUT REGARD TO RACE OR ETHNICITY.

--- REMARKS ---

REVISED LINE 1. WILL MKGD CN CURRENT SKED. PLS CNF

LT	Ln	Day	Time	Program	Len	Rate	Dates	Spots/Week	# of Weeks	Total Spots	Total Cost	Daypart
---	---	---	---	-----	---	---	---	---	---	---	---	---
	*1	TU-F,M	7A-8A	EARLY SHW	:30	\$125.00	09/18-09/24	1	1	1	\$125.00	
		Sales Remark: V7 1X NA										
		V7 Comment Changed, Spots/week Changed										

---REPORT TOTALS---

Report Totals: 1 / \$125.00

---SALES MONTHLY TOTALS---

Sep 12: 38 / \$24,825.00  
Sales Totals: 38 / \$24,825.00  
Station Totals: 38 / \$24,825.00  
Lines not sent/rcld/rtrn: 0 / \$0.00

---COMPETITIVE---

Market Totals	\$106,135	CABL 0%	EKRC 0%	UNKN 0%	WBQC 0%	WCPC 35%
		WKRC 23%	WLWT 26%	WSTR 0%	WXIX 14%	

Books null  
Demos RA35+

Rep Order# 9820492 Ver# 7 Status Revised  
EC'd Yes

Traffic Order# 56978

Printed: 09/25/2012 8:15 AM  
Last Received: 09/24/2012 6:28 PM  
Showing Buylines: All Rep & Sta Revised Lines

3 of 3

Station WKRC-TV CINCINNATI, OH  
Advertiser ( ) POLITICAL  
Product BROWN 4 SENATE  
Estimate#  
Buyer MIKE DETTORE  
Phone#  
Fax#

Agency ( ) SHORR JOHNSON MAGNUS  
1831 CHESTNUT ST #602  
PHILADELPHIA, PA 19103  
Agency C/P1/P2/E  
Flight Dates 09/18/2012 - 09/24/2012  
Hiatus Weeks

Rep Firm  
Sales Office ( ) WASHINGTON  
Salesperson ( ) ALEXANDRA BRADLEY  
Salesperson Phone# 202-955-5342  
Salesperson FAX# 202-955-5348

Rep Order# 9820492 Ver# 6 Status Returned  
EC'd Yes

Traffic Order# 56978

Printed: 09/24/2012 2:36 PM  
Last Received: 09/19/2012 12:10 PM  
Showing Buylines: All Lines

1 of 2

Station WKRC-TV CINCINNATI, OH  
Advertiser ( ) POLITICAL  
Product BROWN 4 SENATE  
Estimate#  
Buyer MIKE DETTORE  
Phone#  
Fax#

Agency ( ) SHORR JOHNSON MAGNUS  
1831 CHESTNUT ST #602  
PHILADELPHIA, PA 19103  
Agency C/P1/P2/E  
Flight Dates 09/18/2012 - 09/24/2012  
Hiatus Weeks

Rep Firm  
Sales Office ( ) WASHINGTON  
Salesperson ( ) ALEXANDRA BRADLEY  
Salesperson Phone# 202-955-5342  
Salesperson FAX# 202-955-5348

--- CONTRACT COMMENT ---

\*\*\*\*\*NONDISCRIMINATION\*\*\*\*\* PARAGRAPHS 49 AND 50 OF THE UNITED STATES FEDERAL COMMUNICATIONS COMMISSION'S REPORT AND ORDER NO. 07-217 PROVIDES THAT BROADCAST STATIONS' ADVERTISING CONTRACTS WILL NOT DISCRIMINATE ON THE BASIS OF RACE OR ETHNICITY, AND MUST CONTAIN NONDISCRIMINATION CLAUSES. CONSISTENT WITH THIS ORDER, KATZ COMMUNICATIONS, INC. (INCLUDING ANY SUBSIDIARY OR DIVISION OF KATZ) DOES NOT DISCRIMINATE IN ANY BROADCAST ADVERTISING CONTRACT ON THE BASIS OF RACE OR ETHNICITY AND EVALUATES, NEGOTIATES AND COMPLETES ITS BROADCAST ADVERTISING CONTRACTS WITHOUT REGARD TO RACE OR ETHNICITY.

--- REMARKS ---

pls see line 1  
t/r  
lynda/jim

LT	Ln	Day	Time	Program	Len	Rate	Dates	Spots/Week	# of Weeks	Total Spots	Total Cost	Daypart
---	---	-----	-----	-----	----	-----	-----	-----	-----	-----	-----	-----
	*1	TU-F,M	7A-8A	EARLY SHW	:30	\$125.00	09/18-09/24	2	1	2	\$250.00	
		Station Remark: V6 1x na 9/24 no time mg stp w/o 9/24 on current order ncir										
	2	TU-F,M	8A-9A	EARLY SHW	:30	\$125.00	09/18-09/24	5	1	5	\$625.00	
	3	TU-F,M	5P-530P	NEWS	:30	\$350.00	09/18-09/24	5	1	5	\$1,750.00	
	4	TU-F,M	6P-630P	NEWS	:30	\$900.00	09/18-09/24	5	1	5	\$4,500.00	
	5	TU-F,M	730P-8P	ET	:30	\$850.00	09/18-09/24	5	1	5	\$4,250.00	
	6	W	8P-930P	SURVIVOR	:30	\$3,000.00	09/19-09/19	1	1	1	\$3,000.00	
	7	M	10P-11P	HAWAII 5.0	:30	\$3,000.00	09/24-09/24	1	1	1	\$3,000.00	
	8	TU-M	11P-1135P	NEWS	:30	\$800.00	09/18-09/24	7	1	7	\$5,600.00	
	9	SA	8A-9A	NEWS	:30	\$350.00	09/22-09/22	1	1	1	\$350.00	

Rep Order# 9820492 Ver# 6 Status Returned  
EC'd Yes

Traffic Order# 56978

Printed: 09/24/2012 2:36 PM  
Last Received: 09/19/2012 12:10 PM  
Showing Buylines: All Lines

2 of 2

Station WKRC-TV CINCINNATI, OH  
Advertiser ( ) POLITICAL  
Product BROWN 4 SENATE  
Estimate#  
Buyer MIKE DETTORE  
Phone#  
Fax#

Agency ( ) SHORR JOHNSON MAGNUS  
1831 CHESTNUT ST #602  
PHILADELPHIA, PA 19103  
Agency C/P1/P2/E  
Flight Dates 09/18/2012 - 09/24/2012  
Hiatus Weeks

Rep Firm  
Sales Office ( ) WASHINGTON  
Salesperson ( ) ALEXANDRA BRADLEY  
Salesperson Phone# 202-955-5342  
Salesperson FAX# 202-955-5348

LT	Ln	Day	Time	Program	Len	Rate	Dates	Spots/Week	# of Weeks	Total Spots	Total Cost	Daypart
---	---	-----	-----	-----	----	-----	-----	-----	-----	-----	-----	-----
	10	SA	9A-10A	NEWS	:30	\$350.00	09/22-09/22	1	1	1	\$350.00	
	11	SU	10A-1030A	NEWS	:30	\$450.00	09/23-09/23	1	1	1	\$450.00	
	12	SU	930A-10A	NEWS	:30	\$450.00	09/23-09/23	1	1	1	\$450.00	
	13	SA	105A-205A	CLOSER	:30	\$100.00	09/22-09/22	2	1	2	\$200.00	
	14	TH-F	135P-135A	LATE	:30	\$150.00	09/20-09/21	1	1	1	\$150.00	
	15	TH-F	430A-459A	NEWS	:30	\$25.00	09/20-09/21	1	1	1	\$25.00	

---REPORT TOTALS---

Report Totals: 39 / \$24,950.00

---SALES MONTHLY TOTALS---

Sep 12: 39 / \$24,950.00

Sales Totals: 39 / \$24,950.00

Station Totals: 39 / \$24,950.00

Lines not sent/rcld/rtrn: 0 / \$0.00

---COMPETITIVE---

Market Totals	\$106,670	CABL	0%	EKRC	0%	UNKN	0%	WBQC	0%	WCPC	35%
		WKRC	23%	WLWT	26%	WSTR	0%	WXIX	14%		

Books null  
Demos RA35+

## Connell II, Jim

---

**From:** dmcullah@wkrc.com  
**Sent:** Friday, September 21, 2012 2:19 PM  
**To:** Connell II, Jim; Williams, Lynda  
**Subject:** Spot - Preempt: Sherrod Brown for Senate - 56978

Station: WKRC-TV

**Order Information:**

Order #: 56978  
Order Total: \$24,950.00  
Agency: Shorr Johnson Magnus  
Advertiser: Sherrod Brown for Senate  
Product: BROWN 4 SENATE  
Alternate Order #: 09820492  
Flight Dates: 09/18/12 - 09/24/12  
Demo: Adults 35+

Sales Information: Millennium Washington DC, Millennium, National

The following spot(s) have been preempted:

**Preempted Spot Information (56978-1-2) :**

Rate: \$125.00  
Air Date: Mon 09/24/12  
Eligible Days: MTWThF----  
Inventory Code: CBS This Morning  
Inventory Description: CBS Morning News  
Inventory Code Time: 7:00 AM-8:00 AM  
Spot Type: NM  
Restricted: Earliest start: 7:00:00 AM, Latest end: 8:00:00 AM  
Length: :30  
Channel(s): [1] WKRC  
Priority: Preemptible w/o Notice  
Preempt Reason: No Avail

*SP w 9/24 MWA*

# Spot Manager: All, 09/18/12-09/24/12



Date	Weekday	Air Time	Length	Rate	Ad-ID	Inv. Code (Booked)	Time Period	Order Product Description	Estimate #	Priority	Spot #	AE
Advertiser: Sherrod Brown for Senate												
Agency: Shorr Johnson Magnus												
Station: WKRC-TV												
Order: 56978												
Line: 1												
09/18/12	Tuesday	7:37:23 AM	:30	\$125.00	OHSB-T CBS This Morning	(7:00:00 AM-8:00:00 ABROWN 4 SENATE				P-3	1	MWASH
											1	
Line: 2												
09/18/12	Tuesday	7:45:09 AM	:30	\$125.00	OHSB-T CBS This Morning	(8:00:00 AM-9:00:00 ABROWN 4 SENATE				P-3	2	MWASH
09/19/12	Wednesday	7:29:10 AM	:30	\$125.00	OHSB-T CBS This Morning	(8:00:00 AM-9:00:00 ABROWN 4 SENATE				P-3	4	MWASH
09/20/12	Thursday	7:23:31 AM	:30	\$125.00	OHSB-T CBS This Morning	(8:00:00 AM-9:00:00 ABROWN 4 SENATE				P-3	3	MWASH
09/21/12	Friday	7:24:01 AM	:30	\$125.00	OHSB-T CBS This Morning	(8:00:00 AM-9:00:00 ABROWN 4 SENATE				P-3	5	MWASH
09/24/12	Monday	7:46:05 AM	:30	\$125.00	OHSB-T CBS This Morning	(8:00:00 AM-9:00:00 ABROWN 4 SENATE				P-3	1	MWASH
											5	
Line: 3												
09/18/12	Tuesday	5:12:25 PM	:30	\$350.00	OHSB-T 5p Local 12 News at Fiv	(5:00:00 PM-5:30:00 PBROWN 4 SENATE				P-3	1	MWASH
09/19/12	Wednesday	5:50:03 PM	:30	\$350.00	OHSB-T 5p Local 12 News at Fiv	(5:00:00 PM-5:30:00 PBROWN 4 SENATE				P-3	3	MWASH
09/20/12	Thursday	5:26:36 PM	:30	\$350.00	OHSB-T 5p Local 12 News at Fiv	(5:00:00 PM-5:30:00 PBROWN 4 SENATE				P-3	4	MWASH
09/21/12	Friday	5:24:51 PM	:30	\$350.00	OHSB-T 5p Local 12 News at Fiv	(5:00:00 PM-5:30:00 PBROWN 4 SENATE				P-3	5	MWASH
09/24/12	Monday	5:19:02 PM	:30	\$350.00	OHSB-T 5p Local 12 News at Fiv	(5:00:00 PM-5:30:00 PBROWN 4 SENATE				P-3	2	MWASH
											5	
Line: 4												
09/18/12	Tuesday	6:05:52 PM	:30	\$900.00	OHSB-T 6p Local 12 News at Six	6:00 PM-6:30 PM BROWN 4 SENATE				P-2	5	MWASH
09/19/12	Wednesday	6:28:41 PM	:30	\$900.00	OHSB-T 6p Local 12 News at Six	6:00 PM-6:30 PM BROWN 4 SENATE				P-2	1	MWASH
09/20/12	Thursday	6:12:47 PM	:30	\$900.00	OHSB-T 6p Local 12 News at Six	6:00 PM-6:30 PM BROWN 4 SENATE				P-2	2	MWASH
09/21/12	Friday	6:25:04 PM	:30	\$900.00	OHSB-T 6p Local 12 News at Six	6:00 PM-6:30 PM BROWN 4 SENATE				P-2	3	MWASH
09/24/12	Monday	6:20:47 PM	:30	\$900.00	OHSB-T 6p Local 12 News at Six	6:00 PM-6:30 PM BROWN 4 SENATE				P-2	4	MWASH
											5	
Line: 5												
09/18/12	Tuesday	7:45:08 PM	:30	\$850.00	OHSB-T M-F 730p-8p	7:30 PM-8:00 PM BROWN 4 SENATE				P-2	1	MWASH
09/19/12	Wednesday	7:40:35 PM	:30	\$850.00	OHSB-T M-F 730p-8p	7:30 PM-8:00 PM BROWN 4 SENATE				P-2	3	MWASH
09/20/12	Thursday	7:57:39 PM	:30	\$850.00	OHSB-T M-F 730p-8p	7:30 PM-8:00 PM BROWN 4 SENATE				P-2	2	MWASH
09/21/12	Friday	7:54:24 PM	:30	\$850.00	OHSB-T M-F 730p-8p	7:30 PM-8:00 PM BROWN 4 SENATE				P-2	5	MWASH
09/24/12	Monday	7:35:30 PM	:30	\$850.00	OHSB-T M-F 730p-8p	7:30 PM-8:00 PM BROWN 4 SENATE				P-2	4	MWASH
											5	
Line: 6												
09/19/12	Wednesday	7:57:57 PM	:30	\$3,000.00	OHSB-T Wed Spec	(8:00:00 PM-9:30:00 PBROWN 4 SENATE				P-2	1	MWASH
											1	
Line: 7												
09/24/12	Monday	10:43:00 PM	:30	\$3,000.00	OHSB-T Mon Reg 3	10:00 PM-11:00 PM BROWN 4 SENATE				P-2	1	MWASH
											1	
Line: 8												
09/18/12	Tuesday	11:21:30 PM	:30	\$800.00	OHSB-T 11p M-Su Local 12 New	11:00 PM-11:35 PM BROWN 4 SENATE				P-3	3	MWASH
09/19/12	Wednesday	11:26:11 PM	:30	\$800.00	OHSB-T 11p M-Su Local 12 New	11:00 PM-11:35 PM BROWN 4 SENATE				P-3	5	MWASH

[Filtered by: ] [Sorted by: Station]

# Spot Manager: All, 09/18/12-09/24/12



Date	Weekday	Air Time	Length	Rate	Ad-ID	Inv. Code (Booked)	Time Period	Order Product Description	Estimate #	Priority	Spot #	AE
Advertiser: Sherrod Brown for Senate												
Agency: Shorr Johnson Magnus												
Station: WKRC-TV												
Order: 56978												
Line: 8												
09/20/12	Thursday	1:27:37 PM	:30	\$800.00	OHSB-T 11p M-Su Local 12 New	11:00 PM-11:35 PM	BROWN 4 SENATE			P-3	2	MWASH
09/21/12	Friday	1:16:07 PM	:30	\$800.00	OHSB-T 11p M-Su Local 12 New	11:00 PM-11:35 PM	BROWN 4 SENATE			P-3	6	MWASH
09/22/12	Saturday	1:19:15 PM	:30	\$800.00	OHSB-T 11p M-Su Local 12 New	11:00 PM-11:35 PM	BROWN 4 SENATE			P-3	4	MWASH
09/23/12	Sunday	1:38:56 PM	:30	\$800.00	OHSB-T 11p M-Su Local 12 New	11:00 PM-11:35 PM	BROWN 4 SENATE			P-3	7	MWASH
09/24/12	Monday	1:34:30 PM	:30	\$800.00	OHSB-T 11p M-Su Local 12 New	11:00 PM-11:35 PM	BROWN 4 SENATE			P-3	1	MWASH
											7	
Line: 9												
09/22/12	Saturday	7:58:55 AM	:30	\$350.00	OHSB-T CBS This Morning Satur	(8:00:00 AM-9:00:00 AM)	BROWN 4 SENATE			P-2	1	MWASH
											1	
Line: 10												
09/22/12	Saturday	8:59:25 AM	:30	\$350.00	OHSB-T CBS This Morning Satur	(9:00:00 AM-10:00:00 AM)	BROWN 4 SENATE			P-2	1	MWASH
											1	
Line: 11												
09/23/12	Sunday	9:29:27 AM	:30	\$450.00	OHSB-T CBS Sun Morning	(10:00:00 AM-10:30:00 AM)	BROWN 4 SENATE			P-2	1	MWASH
											1	
Line: 12												
09/23/12	Sunday	9:44:31 AM	:30	\$450.00	OHSB-T CBS Sun Morning	(9:30:00 AM-10:00:00 AM)	BROWN 4 SENATE			P-2	1	MWASH
											1	
Line: 13												
09/22/12	Saturday	1:33:19 XM	:30	\$100.00	OHSB-T Sat 105a-205a	105a-205a	BROWN 4 SENATE			P-3	1	MWASH
09/22/12	Saturday	2:03:04 XM	:30	\$100.00	OHSB-T Sat 105a-205a	105a-205a	BROWN 4 SENATE			P-3	2	MWASH
											2	
Line: 14												
09/21/12	Friday	1:33:19 XM	:30	\$150.00	OHSB-T Late Late Show	1235a-135a	BROWN 4 SENATE			P-2	1	MWASH
											1	
Line: 15												
09/20/12	Thursday	4:43:34 XM	:30	\$25.00	OHSB-T 430-5a News	430a-5a	BROWN 4 SENATE			P-4	1	MWASH
											1	
											38	
											38	
											38	
											38	
											38	
											38	

[Filtered by: ] [Sorted by: Station]